

29. A method according to claim 1, wherein the service system is connected to the internet and step (d) involves communicating with the service system over the internet.

30. A method according to claim 1, further comprising the initial step of receiving said sound sequence and converting it into said sound sequence signal.

31. Apparatus according to claim 14, wherein the apparatus is end-user equipment (10).

32. Apparatus according to claim 14, wherein the service system is connected to the internet, the fourth means comprising means for communicating with the service system over the internet.

33. End-user equipment for accessing content sites, the apparatus comprising:

- a decoding arrangement operative to receive and decode a sound-sequence signal representing a sound sequence with sound features that encode a character sequence comprising two groups of characters, one of which is a site code intended to be translated to a content-site URI by a remote service system and the other of which serves to indicate that the said one group is a said site code;
- a content-URI access arrangement operative to detect said two groups of characters in a said character sequence decoded by the decoding arrangement from a received said sound-sequence signal, the content-URI access arrangement being responsive to detection of said other group of characters to send the site code formed by said one group of characters to the remote service system and to receive back the corresponding content-site URI, and
- a content retrieval arrangement operative to use the content-site URI received from the service system to access the content site.

34. Equipment according to claim 33, wherein the said other group of characters comprises the URI of the service system, the content-URI access arrangement being operative to take this URI and use it to contact the service system.

35. Equipment according to claim 33, wherein the service system is connected to the internet, the content-URI access arrangement comprising means for communicating with the service system over the internet.

36. Equipment according to claim 33, further comprising a microphone for receiving the sound sequence and providing a corresponding said sound-sequence signal to said decoding arrangement.

37. End-user equipment for accessing a content site comprising:

- a decoding arrangement operative to receive and decode a sound-sequence signal representing a sound sequence with sound features that serve to encode a character sequence comprising a site code intended to be translated to a content-site URI by a remote service system;
- a content-URI access arrangement operative to send to said service system a said site code decoded from a said sound-sequence signal by the decoding arrangement, and to receive back a corresponding content-site URI; and
- a content-retrieval arrangement operative to use the content site URI received from the service system to access the content site.

38. Equipment according to claim 37, wherein at least some of the character sequences decoded by the decoding arrangement comprise two groups of characters, one of which is said site code and the other of which serves to indicate the presence of said site code in the character sequence; the content-URI access arrangement being responsive to the presence of said other group of characters to send the said one group of characters to the service system as said site code.